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UNITED STATES DEPARTMENT OF AGRICULTURE ent of Agriculture

Extension Service

Office of Exhibits

A Summary of the Exhibit.

THE KITCHENNETTE STEAK

This exhibit shows where the recent demand comes from for small-sized steaks and roasts.

Specifications.

Floor space required -- width -- 13 feet.

depth -- 7 feet.

Wall space required - - - - - None.

Shipping weight - - - - - 700 lbs.

THE KITCHENETTE STEAK

How It Looks

"The Kitchenette Steak" is one section of the United States Department of Agriculture exhibit at the International Livestock Exposition which features the demand for small cuts of beef. The booth is built to represent an apartment house kitchenette. In the foreground stands a bob-haired, young housewife modishly dressed in a smock, by a white enameled kitchen table just lifting a white tray containing a small steak. She appears to be in the act of carrying the steak to the gas stove which is against the right hand wall of the kitchen. On the stove, presumably heating to receive the steak, is a frying pan. The other burners of the stove contain two small kettles in which are supposed to be cooking the vegetables for the meal in preparation.

What it Tells.

The aim of the exhibit is to show that the public in the city is demanding small cuts of meat. The exhibit teaches a number of lessons to the observant feminine visitor. For instance, pan-broiling the steak is the last step in preparing the meal, since it takes but a few minutes to cook and the steak should be served hot. That this housewife recognizes this fact is indicated by the kettles of cooking vegetables and by the two plates of salad and two dishes of dessert waiting on the cupboard to be served.

Good points to remember in kitchen planning are also shown. Above the stove is a shelf containing seasoning materials, a flour dredge, a can of coffee, etc.

all of which would be used at the stove. Under them are empty hooks on which the cooking vessels hang when not in use. At the right of the shelf is a rack for the pot lids and suspended from it are a kitchen fork, spoon, spatula and a couple of pads for use in handling hot pans. In the background also convenient arrangement is stressed by the grouping of equipment around the sink. Screws under a window at the sink contain a vegetable brush, plate scraper, tea strainer, etc. A shelf above the drainboard contains a double boiler and a teapot, while other small cooking utensils hang under the shelf. The scouring powder, soap, and scouring soap are in suitable containers conveniently located. Proof that vegetables have recently been prepared in this kitchen is given by the paring knife on the drainboard and the garbage strainer in the sink containing vegetable parings.

The stockman from a huge ranch, who lives in a huge house with a huge kitchen should be duly impressed by this small kitchen, containing small equipment in which small amounts of food are being prepared for a small family. He also must realize the difference between his life and the one portrayed by seeing through the window over the sink a number of skyscrapers in the distance. Outside of the kitchen is the door of the elevator, so realistic with its glass door and embedded wire reinforcing that one expects to see the elevator whiz past.

The contrast of the past and the present is denoted by a picture (bromide) standing on an easel out in front of the kitchen. This kitchen shows an old time kitchen with a huge range, huge kettles, a mammoth steak handled by a comfortably buxom cook. Through an open door the eye gets a glimpse of the dining room table set for eight. The family cat reposes on one of the kitchen chairs and the dog is napping in one corner.

In case Mr. Producer is still unconvinced by the scene portrayed further evidence of the demand for small steaks is given by the statement on a panel standing near the elevator door.

Where To Get Information.

Further information may be obtained free of charge by writing to the U. S. Department of Agriculture, Washington, D. C.
